

# Program Guidance

## Hunter Recruitment, Development, Training and Education Grant Program



### Keys to a Successful Project

*Plan, Plan, Plan!*

*Communication, Communication, Communication!*

1- Start **planning** your project early and communicate with the WDNR Hunting and Shooting Sports Coordinator often about your project goals.

2- Before applying for a grant, spend some time discussing needs, goals, and expectations of the Hunter Training, Development, and Education grant program. A little pre-planning will pay dividends down the road. The WDNR encourages novel, outside-the-box pilots and projects with good strategies and measures. At the same time, projects don't have to reinvent the wheel; if there's something that has been documented to be working, build on it and evaluate your successes. Hunter Recruitment, Development, Training and Education Grants applications are accepted every two years starting with year 2015.

3- **This grant program is administered as a reimbursement program.** This means you must incur and pay all costs associated with the project before seeking reimbursement from WDNR. No grant advances are possible. As costs are incurred, save all invoices, receipts, and other proof of purchase and proofs of payment. Make sure to document volunteer hours worked. The DNR has volunteer time sheets available for your use. Taking these actions from the beginning of your project eliminates frantically searching for documents and trying to remember number of hours worked and who worked them, all at the last minute.

4- Finish your grant project before the expiration date. If you need an extension to the date on your grant agreement, contact the Hunting and Shooting Sports Coordinator before the grant expiration date to request an extension. Costs incurred after the end date of the grant agreement are not eligible for reimbursement.

5- **AND MOST IMPORTANTLY**, feel free to ask questions if you don't know how to proceed or need clarification on topics such as eligible costs or grant administration procedures.

Keith Warnke, Coordinator  
WDNR Hunting and Shooting Sports  
Bureau of Law Enforcement  
Phone: (608) 576-5243  
E-mail: [keith.warnke@wisconsin.gov](mailto:keith.warnke@wisconsin.gov)

### Grant Program Specifications

#### Introduction

Human dimensions research has long identified food, nature, and time with family and friends as key motivating factors for hunting. Pilot studies in Wisconsin and elsewhere have shown that there is growing interest in hunting from adults and families (who have never hunted) for these and many

other motivations. Typical hunter recruitment events have been one-time introductions primarily for children. The majority of participants at these events (80%) have been children of hunters. While providing quality experiences, these events focus on introduction and retention of existing hunters but do not develop new hunters.

In the past three years, WDNR has shifted the focus of Wisconsin's hunter training, development, and education programs to adults, females, and families in response to our research findings and those of others around the nation.

There is a need to expand the effort to provide training and education for responsible new hunters and mentors by developing a private-public partnership reimbursement grant program – similar to our Shooting Range Grant Program. The expanded program is grounded in the idea that only a committed hunter/mentor can educate, develop, and train a new hunter.

The WDNR understands that it is necessary to work with partners to find a solution that will ensure future generations of hunters will have the knowledge, skills, and abilities to become safe and ethical hunters. However, we need strategically developed, tested programs and results on which to base future program priorities. The Hunter Training, Development, and Education grant program will also focus on developing and pilot-testing various programs and evaluating effectiveness of those programs.

The primary purpose of the Hunter Training, Development, and Education grant program is to provide cost sharing grants to local clubs, organizations, communities, governments, Wisconsin Tribes, and colleges and universities to ensure the education and development of safe and ethical hunters. The secondary purpose of this new grant program is to continue the *Learn to Hunt* reimbursement program for *Learn to Hunt* sponsor groups and individuals.

#### **Eligible Project Sponsors**

- Wisconsin Counties, towns, villages, and cities
- Wisconsin universities and colleges
- Other Wisconsin governmental units, as defined in s. 66.299, Wis. Stats.
- Wisconsin Tribes
- Wisconsin School Districts
- Most, if not all, conservation organizations (*i.e.*, local rod and gun clubs, sporting organizations, local chapters, and national organizations)

#### **Grant Program Priorities**

Proposals that implement systems with documented success at producing new adult hunters who would not otherwise become hunters will receive top priority. Next priority will be proposals that test or trial new ideas and systems to train, develop and educate new adult hunters and those that effectively re-train mentors to commit to new hunters for a period of years through multiple introductions and educational experiences in hunting.

Other priorities may be determined by the Secretary and the Sporting Heritage Council.

#### **Source of Program Funds**

This new grant program will use Federal wildlife restoration funding (Section 4).

#### **Total Available Funding and Grant Award Cap**

A total of \$200,000 will be available each biennium; the maximum amount per grant award is \$10,000.

Up to 30% of the total grant funding may be partitioned specifically to reimburse *Learn to Hunt* organizers because we believe it is also important to continue to emphasize a strong “natural path” of hunter development and training.

If there are more applications than available funding, projects will be scored, ranked by score, and funded in rank order until available funds are exhausted.

#### ***Proposed Grant Program Deadlines***

| <b>Activity</b>  | <b>Proposed Deadlines for Calendar Year 2015 &amp; 2016</b> | <b>Proposed Deadlines for Calendar Year 2017 &amp; 2018</b> |
|--|---|---|
| DNR makes Application Materials Available on-line          | <i>Aug 14, 2015</i>   | <i>Aug 15, 2017</i>   |
| Deadline for Project Sponsor to Submit Application to DNR* | <i>Nov 16, 2015</i>   | <i>Nov 15, 2017</i>   |
| DNR Provide Application Status to Project Sponsor          | <i>Jan 15, 2016</i>   | <i>Jan 15, 2018</i>   |
| DNR issues Grant Agreement                                 | <i>Mar 1, 2016</i>  | <i>Mar 1, 2018</i>  |
| Project Start Date   | <i>Mar 1, 2016</i>  | <i>Mar 1, 2018</i>  |

\*Note: Application deadline is normally November 15. However, since November 15 falls on a Sunday in 2015, the postmark deadline is the next working day or November 16.

#### ***Eligible Project Costs***

- Salaries, wages, and benefits for employees
- Consultant Services
- Purchased Services – examples: printing, mailing, room rental
- Other purchased services
- Supplies
- Equipment

NOTE: If you are purchasing equipment for the project, using equipment you already own, or accepting donations of equipment use, please use this guide:

<http://dnr.wi.gov/Aid/documents/HunterRecruitment/DepreciationGuidelines.pdf> or consult with the Hunter Education and Shooting Sports grant manager for information on the equipment depreciation and hourly use policy.

- Hourly equipment Rental charges
- Other Costs needed to implement the project but are not captured in the items above

#### ***Sponsor Responsibilities***

A. Financial Responsibilities. The financial responsibility contained in a grant agreement cannot be passed to another entity by a resolution or any other means. All reimbursement requests must **be submitted by the sponsor named on the grant agreement.**

#### **Cautions:**

1. If a consultant completes the application for you, be sure to check the completeness and accuracy of the information. Remember, as the grant applicant, you are responsible for the accuracy of the information provided on your application and fulfilling necessary requirements.

2. Expenses incurred by a volunteer(s) completing tasks during the project period can be considered an eligible grant expense. Compensating a volunteer beyond incurred project expenses may mean that the volunteer(s) should be considered an employee or independent contractor. For further information, please contact your attorney.

B. Official Authorizing Resolution. Every grant application must include a resolution adopted by the applicant's governing body. This resolution must do the following:

- Request financial assistance from the WDNR
- Authorize one representative, preferably by "title" rather than by name, to act on behalf of the applicant organization to:
  - submit an application
  - sign a grant agreement
  - taking necessary action to complete the proposed project
  - request reimbursement from WDNR
  - submit a final report
- Affirm that the applicant has funding from sources for the local share
- Identify another cooperating eligible sponsor (only when School Districts are involved)

C. Cost Containment. Local government applicants must follow procurement requirements in Wisconsin Statutes. See link to *DNR Procurement Guide* on Hunter Education and Training grant web page. Other applicants should obtain 3 price quotes for contracted work.

D. Local Share. "Local share" means that portion of the cost (25-50% in most cases) of the project that is not coming from a WDNR grant. Your local share may consist of cash, funds from a party other than the WDNR, donated labor, services, materials, or the value of some equipment used. Funds from other Federal sources may not be used as local share.

**Donated labor, services, materials, and equipment as part of local share:** A volunteer's time and donated services, materials, or equipment may be used as all or part of the required local share of your project. This allows project sponsors to get "credit" toward a grant for using volunteers to collect data, using donated equipment, or receiving donated professional services like consulting. Donations are subject to the following provisions:

- All sources of the local share donation must be indicated in the grant application.
- The maximum hourly value of donated labor is \$12.00 per hour.
- The value of donated equipment will be based on the Wisconsin Department of Transportation (DOT) county highway rates for similar equipment. (County highway rates for equipment can be obtained from your county highway and transportation office.)
- The value of donated materials and professional services shall be determined by market rates and be established by invoice provided by the donor.

### **Project Scopes**

Successful project scopes will:

- Describe how the project sponsors plans to develop, pilot test, and implement effective techniques to mentor and train safe and ethical novice hunters.
- Involve as many groups as possible in implementing these effective techniques.

Successful programs may be expanded within Wisconsin and adapted by other states. Applications that enhance public/private partnerships are strongly encouraged.

### **Application Review**

Grant applications will be reviewed by a team consisting of internal and external specialists with experience in hunter and mentor training and recruitment. The Sporting Heritage Council will have a role in application review. Proposals will be scored based on applicability to program priorities and detail included in the application. See Table 1 for Project Scoring Criteria. Projects will be ranked, in descending order, based on application score.

***Table 1. Project Scoring Criteria***

| <b>Topic</b>   | <b>Possible Score</b>  |
|--|--|
| <b>Application Completeness and Details</b> <ul style="list-style-type: none"><li>• Are all nine sections completed with enough detail for the reviewer to understand the grant request?</li><li>• Did the reviewer have questions of the applicant that would have been answered with more detail?</li></ul>  | 20 points maximum  |
| <b>Likelihood of Project Success</b> <ul style="list-style-type: none"><li>• Will the project implement an existing system that is proven to produce new adult hunters?</li><li>• Is that claim adequately documented?</li></ul>   | 50 points maximum  |
| <b>Project Focus</b>   |  |
| A. Is the project or pilot's primary focus on developing, training and educating new adult hunters and families?   | 20 points maximum  |
| B. Is the project or pilot's primary focus on developing, training and educating new youth hunters?  | 5 points maximum   |
| C. Is the project or pilot's primary focus on developing, training and educating long-term new hunter mentors?   | 20 points maximum  |
| D. Does the project or pilot propose to re-train mentors to commit to a new adult or family of hunters for multiple trips over multiple years? Examples: <ul style="list-style-type: none"><li>• 0 points if mentors are trained to participate in single event.</li><li>• 20 points if mentors are trained to mentor until the new hunter is fully integrated into the hunting identity</li></ul> | 20 points maximum  |
| <b>Evaluation and Reporting</b>  | 20 points maximum  |
| <b>Budget Collaboration</b><br>Portion of project costs requested through grant application  | <25% = 20 points<br>26% - 50% = 10 points<br>51% - 75% = 5 points<br>>76% = 0 points |
| <b>TOTAL MAXIMUM SCORE =</b>   | <b>175 points</b>  |

A detailed and complete description of the approach, objectives, and specific measurable outcomes is required. Proposals detailing a system for long-term evaluation of effectiveness at developing, training, and educating new adults hunters will be highly ranked. Public/private partnerships and multiple funding sources will enhance proposal ranking.

Projects will be ranked in descending order and evaluated for funding. Grant award decisions of the office of the Wisconsin DNR Secretary are final.

### **Grant Award and Grant Agreement**

Grant funding may be awarded for projects with multiple year duration.

Upon selection of your project, you will receive a notice of grant award and grant agreement from

the department detailing the approved project scope, time period for the project, and budget. **Read your grant agreement carefully and share it with your consultant (if you are working with one). Your grant agreement contains conditions that govern your project.** Make sure your consultant agrees with the project scope and conditions described in the grant agreement before you sign it.

Successful applicants must sign both copies of the grant agreement and return one to the Hunter Education and Shooting Sports grant manager within 30 days of receipt from the DNR.

Bobbi Winebar, Grant Manager  
Hunter Education and Shooting Sports  
2984 Shawano Ave  
Green Bay, WI 54313  
Phone: (920) 662-5175  
E-mail: [Roberta.Winebar@wisconsin.gov](mailto:Roberta.Winebar@wisconsin.gov)

**Important!!**

**Costs incurred prior to the start date of the grant agreement or after the end date of the grant agreement are not eligible for reimbursement.**

**Reimbursement Process**

This grant program is administered as a reimbursement program. This means you must incur and pay all costs associated with the project before seeking reimbursement from WDNR. No grant advances are possible.

It is possible for grantees to request partial (quarterly) reimbursements of the WDNR during the life of the project. The quarterly reimbursements would cover the following timeframes: Jan 1-March 31; April 1-June 30; July 1-Sept 30; and Oct 1-Dec 31.

Reimbursements must be submitted on forms provided by the WDNR. Reimbursement requests must include both proofs of purchase and proofs of payment. Send your reimbursement request(s) to the Hunter Recruitment, Development, Training and Education grant manager:

Bobbi Winebar, Grant Manager  
Hunter Education and Shooting Sports  
2984 Shawano Ave  
Green Bay, WI 54313  
Phone: (920) 662-5175  
E-mail: [Roberta.Winebar@wisconsin.gov](mailto:Roberta.Winebar@wisconsin.gov)

The total of all partial reimbursements shall not exceed 90% of the total grant award. The last 10% of the project budget will be maintained by the WDNR for the final reimbursement payment.

The final reimbursement request must include a final report from the grantee. Maximum reimbursement amount possible for each *Learn to Hunt* event is \$500.

**Final Report Requirements**

A final report that describes the project's results must be prepared and submitted within 60 days of the end date of the grant agreement or completion of the project, whichever occurs first. Periodic progress reports may be required for multi-year projects.

On the application or in attached supporting documents, you must completely and in detail address all the following sections and requirements.

## Application Instructions

On the application or in attached supporting documents, you must completely and in detail address all the following sections and requirements (application can be found at <http://dnr.wi.gov/Aid/HunterRecruit.html> if not attached).

**Section I:  
Applicant  
Information**      Applicant: The applicant may be a Wisconsin county, town, city, village, town, university, college or technical School, local governmental units, tribal unit of government, qualified non-governmental conservation association, or qualified conservation organization, school district or an individual. Name the applicant and check the box that describes the applicant. By submitting this application you are agreeing to a background check of all people involved in your project.

Authorized Representative Named by Resolution: The authorized representative must be the person named and authorized by a resolution of the applicant's governing body to act on behalf of the applicant to sign the application and all grant-related documents, receive grant payments on behalf of the applicant, and take necessary action to complete the proposed project. A consultant hired by the applicant may not be named as authorized representative for the project.

Project Contact Name: The contact person is the person the applicant designates to perform day-to-day management and coordination of the project. The contact person may or may not be the same person as the authorized representative. The applicant may choose to designate a consultant as the contact person.

Type of Application: If you are applying for a Wisconsin Hunter Training, Development, and Education Grant Program grant, complete this application. If this is an application for Learn to Hunt Reimbursement program, please use *Form 2300-319*.

**Section II:  
Need**      Explain why this project or pilot is necessary. Demonstrate the demand for this project or pilot.

**Section III:  
Project  
Information  
and Location**      Project Title: Descriptive title for your project.  
Proposed Project Start Date:  
Proposed Project End Date:  
Location: Mailing address and GPS coordinates.

**Section IV:  
Purpose and  
Objectives**      Based on the need for this project, outline your objectives in specific detail. Describe in detail how your pilot or project will meet those objectives. Include measurements and outcomes that will define whether the objectives were met.

**Section V:  
Approach**      Provide a detailed description of the approach for your project or pilot. Identify literature and examples of success to guide your project. Identify detailed methods that will result in meeting stated objectives. Attempt to address potential questions before they arise. Such as:

- Is your project or pilot focused on developing new adult and female hunters?

- Has your approach been shown to be successful elsewhere? If so, how?
- Does this approach involve a single experience introduction or is a longer term contact called for?
- Does this approach test new ways to train, develop, and educate hunters?
- Is this a request for reimbursement for a *Learn to Hunt* event? (If so, please use *Form 2300-319*)

This is the heart of your grant application, and should provide the grant reviewers with a narrative that gives a full picture of your project. Write your project description commensurate with the size and complexity of your project. For a relatively simple small-scale planning grant, a few paragraphs may suffice; for a large-scale planning grant or protection grant, you will need to provide more.

**Section VI:  
Results and  
Benefits  
Expected**

What effect will this project or pilot have on hunter numbers in the long run and why? How will that effect be measured? Will this project or pilot result in producing new hunters who would not otherwise have had the opportunity to hunt? How will that effect be measured? Will the project or pilot measure and evaluate the effects of other hunter training and development efforts? How will the benefits of this project or pilot be expanded to other areas of the state or programs?

**Section VII:  
Cost Estimate  
and Grant  
Request**

The cost estimate is divided into two columns for each cost category: Cash Costs and Donated Value.

|          |  |
|----------|--|
| Column 1 | Cash Costs, are those costs the applicant expects to incur specifically for the project and will pay in cash, either out-of-pocket or with grant funds.  |
| Column 2 | Donated Value, includes the value of donated labor, services and goods that contribute directly to the progress of the project and the value of which will be documented by invoice or other reliable means. |

Enter your projected costs for each applicable cost category 1 through 13 listed in Section VII, indicating for each category the portion of the cost that is a Cash Cost and the portion that is Donated Value. Most projects won't have costs in all categories. Refer to the instructions below for descriptive notes for certain cost categories that may not be self-explanatory or which have special requirements.

1. Salaries, wages and employee benefits: Column 1, Cash Costs, includes salaries, wages and employee benefits paid by the applicant to its own employees for work directly allocable to the grant project and documented by time sheets and payroll records. Column 2, Donated Value, includes the value of labor donated to the project. The value of such labor is limited to a maximum value of \$12.00 per hour.
2. Consulting services: Column 1, Cash Costs, include the full cost of the consulting contract(s) for the project. Column 2, Donated Value, includes the value of donated professional consulting services at the rate the professional person actually receives for similar work performed for pay.
3. Purchased services (printing and mailing)
4. Other purchased services (specify)



5. Supplies (specify): NOTE: Supplies are consumable items.
6. Depreciation on equipment: If you are purchasing equipment for the project, using equipment owned by the applicant, or accepting donations of equipment use, use this depreciation guide:  
<http://dnr.wi.gov/Aid/documents/HunterRecruitment/DepreciationGuidelines.pdf> or contact the Hunter Education grant manager for information on the equipment depreciation and hourly use policy.
7. Hourly equipment use charges (specify); Use WI DOT Equipment Rates for project year
8. Other: List costs that are needed to implement the project but are not captured in the items above, and enter the sum of these costs.
9. Subtotals: Add up the numbers in Column 1, Cash Costs, and enter the sum in Column 1 on Line 11. Add the numbers in Column 2, Donated Value, and enter the sum in Column 2 on Line 11.
10. Total project cost estimate: Add together the numbers from Columns 1 and 2 on Line 11. Enter the sum in the box for Line 12. This is your total project cost estimate, including costs the applicant will pay with cash and the value of donated labor, services and goods.
11. State share requested: The state share requested is 75% (to a maximum of \$10,000) of the total project cost estimate from Line 12 up to the maximum grant amount for your project type, and not exceeding the total cash costs from Line 11, Column 1. You may use the worksheet below to calculate the state share requested.

|   |          |
|---|----------|
| a) Total project cost estimate from Line 12 =   |          |
| b) Figure on a) times 0.75 =  |          |
| c) Maximum grant amount for project type =  | \$10,000 |
| d) The lesser of b) or c), above =  |          |
| e) Cash costs from Line 11, Column 1 =  |          |
| f) The lesser of d) or e), above =  |          |
| This is the maximum state share you may request. Enter the amount from f), above, in the box for Line 14. |          |

**Section VIII:** Make sure all attachments are clear, concise, and complete.  
**Attachments**

**Section IX:** Be sure that the representative authorized by resolution of the  
**Certification** applicant's governing body signs and dates the application!

**Submit completed application and attachment(s) to:**

**Keith Warnke, Coordinator  
 WDNR Hunting and Shooting Sports  
 Bureau of Law Enforcement  
 101 S Webster Street  
 Madison, WI 53703**

**Phone: (608) 576-5243  
 E-mail: [keith.warnke@wisconsin.gov](mailto:keith.warnke@wisconsin.gov)**